

# KIRA SCHUETTE RODRIGUEZ



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## PROFILE

*Award-winning, Emmy-nominated Producer for top rated morning news broadcasts. I am dedicated to delivering critical information to local communities. I excel at critically and creatively breaking down complex topics into easy-to-understand formats under tight deadlines. I learn and adapt quickly to changing situations both in and out of the newsroom.*

## EXPERIENCE

### WPTV

#### *Morning News Producer / West Palm Beach / 2019 - Current*

- Produce the top-rated morning newscasts in West Palm Beach, reaching up to 800,000+ households.
- Responsibilities include researching, selecting, writing and organizing daily newscasts under deadline in an automated newsroom. Coordinate live shows as well as curate breaking local and national news.
- Assist with coverage of major news events such as Hurricane Dorian and Hurricane Barry in Louisiana.
- Pitch and develop live content for reporters.
- Fill in as the Executive Produce.
- Promoted from 5:00 a.m. producer to lead morning producer in January 2020.

### WAFB

#### *Morning News Producer / Baton Rouge / 2016 - 2019*

- Produce the top-rated morning newscasts in Baton Rouge, reaching up to 280,000+ households.
- Researched, selected, wrote and organized daily newscasts under deadline in a manual newsroom.
- Assisted with coverage of major news events such as the Great Flood and Alton Sterling protests.
- Coordinate live show execution and curate breaking local and national news.
- Fill in as the Executive Producer, managing a team of 9.
- Promoted twice from part-time Associate Producer to Lead Morning Producer.

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## SPECIAL PROJECTS

### ACADEMIC GAMES VOLUNTEER ADMINISTRATOR/COACH

*Palm Beach County/ 2019 - 2020*

- Lead teacher workshops for educators starting the club at their schools.
- Develop lesson plans and learning materials to run monthly training sessions for students.
- Lead and teach local teams game rules and strategies.
- Participate and judge in local tournaments.

### GUBERNATORIAL DEBATE ORGANIZER

*Louisiana State University / June 2015 - October 2015*

- Organized a statewide debate for the top candidates in the Louisiana Gubernatorial election.
- Guided topic and question creation for the event.
- Served as the point person for all campaigns as well as for the guest moderators from TV stations across Louisiana.
- Wrote and disseminated press releases and op-eds to local news outlets.

## SKILLS

### SOFT SKILLS

- Critical Thinking
- Teamwork
- Attention to Detail
- Problem-Solving

### HARD SKILLS

- AP Style Writing
- Public Speaking
- Social Media
- Research

### TECHNICAL

- Microsoft Office
- Inews, ENPS
- Edius, Premiere Pro

## AWARDS/HONORS

- 2018 Suncoast Emmy Nominee, Newscast-Morning-Smaller Market
- 2018 LAB Prestige Award, Best Morning Show
- 2017, 2018 LA, MS AP Award, Best Daytime Newscast

## EDUCATION

### BACHELOR OF ARTS IN MASS COMMUNICATION

*Louisiana State University / 2012 - 2015 / GPA 3.94*

*Concentration in Political Communication / Minor in History and French / Honors Thesis*